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THE
SWISS-FLORAL
EVERGREEN
LIST

PORTLAND, OREGON
S.E. 28th & HOLGATE



THE
SWISS-FLORAL
EVERGREEN
LIST



WILLIAM B. GIBSON
1893

THE SWISS FLORAL CO.

takes pleasure in presenting to you this list of select Conifers. This is only a partial list of our stock and is intended to inspire you to visit our nursery where a great variety of shrubs, perennials, rock plants, etc. are growing, and where a source of pleasure is in store for you. Here you can make your selection of plants and delivery will be made when season is right for planting. In the city free delivery is made to your door.

Those living outside of Portland and sending their order in by mail must include postage for parcel post orders. Evergreens are best shipped by express or freight and may be sent collect. Remittance by money order, currency or for small amounts in 2 or 3 cent stamps will be acceptable. Refunds will be made if stock is no longer available. In case of damage in transit please advise at once when received. We guarantee stock true to name but cannot insure success as this is dependent upon factors beyond our control. Errors will gladly be corrected if advised of on receipt of stock.

Greenhouses & Office Address - N.E. 7th & Hancock - Phone Tr. 9865
Nursery Address - S.E. 28th & Holgate - Phone Se. 6100

SWISS FLORAL CO.

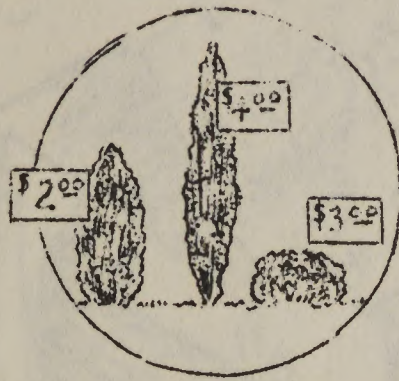
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Greenhouse & Office Address - N.E. 7th & Hancock - Phone 77, 8885
 Nursery Address - S.E. 38th & Holgate - Phone 88, 8100

MEMORANDUM

IN FIVE YEARS



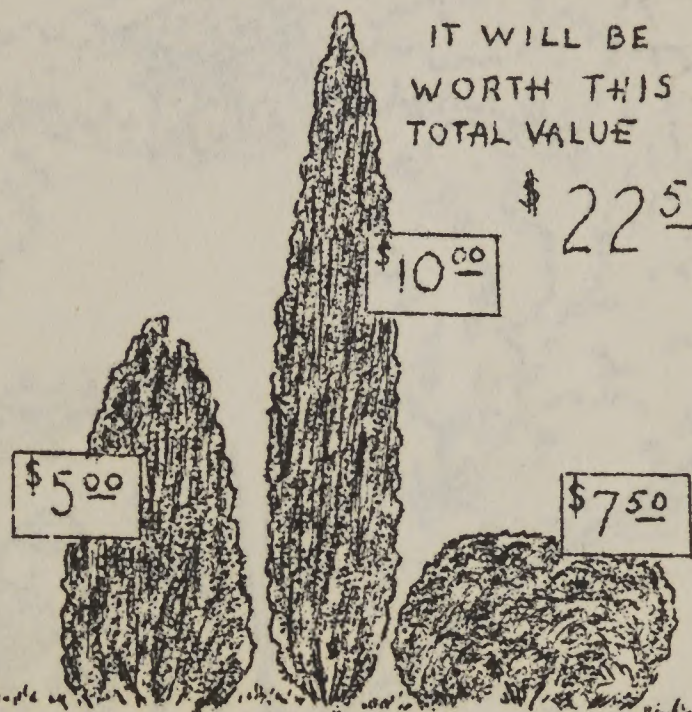
ORIGINAL PURCHASE PRICE

\$9.00

How many investments can show
an enviable record of returns like
this?

IT WILL BE
WORTH THIS
TOTAL VALUE

\$22.50



INVEST IN EVERGREENS

"Invest in Evergreens" may not be a tip on a rising market -- but it is quite true that such an investment is a "sure thing." In a few short years the value of an evergreen planting is more than doubled. Even as the evergreens grow in value themselves, they are also adding value to your property. Then too they add richness, dignity and beauty to the grounds the year around.

These aristocratic plants used to be considered a luxury but now they are within the reach of almost every home owner. In most localities both spring and fall is looked upon as an ideal time to plant evergreens. So complete your plans now for a new doorway group, a background planting, windbreak or foundation planting. And don't forget the charm of dwarf evergreens in the rockery or as accent plants.

No matter what you have in mind you will find that the evergreen family offers a type for every purpose. There are broad pyramidal types for lawn groups or shelter plantings. If you wish height at the corners or plants for accent, there are tall, slender evergreens ideally suited for such purposes. In the dwarf classes there are globular types and low-growing, half-erect varieties for foundation planting. Slopes that are difficult to plant attractively are a perfect location for creeping evergreens.

Now is the time to make your selections, so consult the following list and then get in touch with us. Our plants are guaranteed to satisfy the most particular buyer.

INVEST IN EVERGREENS



ORIGINAL PURCHASE PRICE

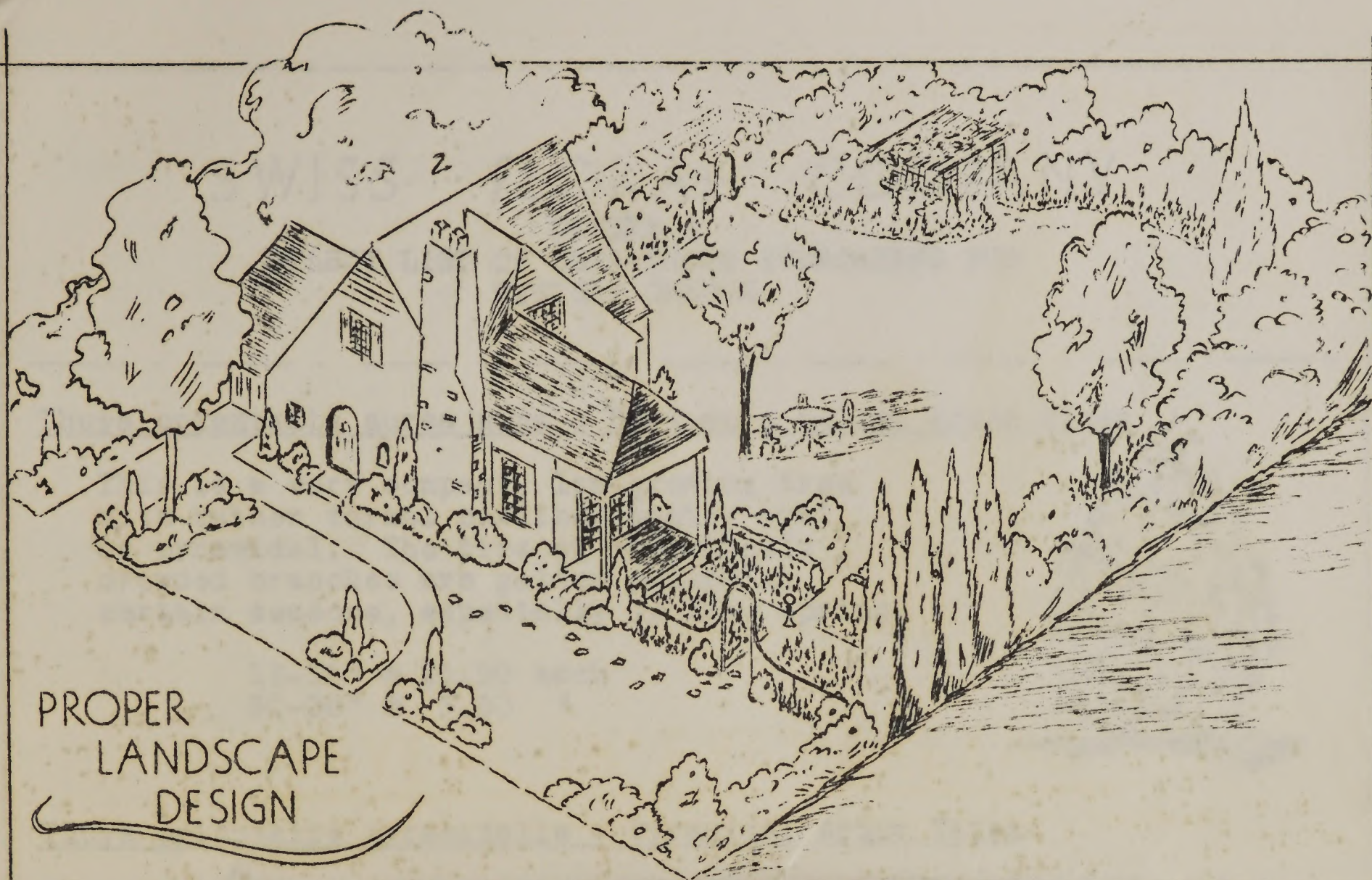
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PROPER LANDSCAPE DESIGN

The ultimate aim of landscape design is to produce the maximum of beauty consistent with utility. To attain this result, it is usually best to secure the services of an experienced landscape architect, whose assistance will not only serve to avoid errors but will also save expense and time.

The Swiss Floral Co. maintains a landscape design department which will gladly aid you in every way. Heading this department is the President of the Co., Mr. J.G. Bacher, who is perhaps the best known garden authority on the west coast, and has been in active gardening business since 1906. Also in the employ of the Company is Mr. T.O. Stapleton, trained landscape architect, who is able to present you with colored perspective and elevation sketches which enables one to see what their yard would look like if properly planned and planted. The smaller the yard the more necessary the plan because every square inch must be utilized to advantage.

We realize that so many factors enter into the proper planning of home grounds, which are so puzzling to the amateur, that the advice of experts is of unlimited value. We invite you to consult with us freely for suggestions and estimates. In plantings of some size, fee for plans will be credited on statement for plant material.

People everywhere are beginning to realize that the planting of their home along modern lines is an investment, not an expense. Your real estate dealer will tell you that a house with a modern designed planting commands a much higher price. A modern development of your grounds is a safeguard to your property and the best savings bank in the world. Phone or write us if you are thinking of garden alterations or new planting. We are able to serve anywhere within reasonable distance. Phone Se. 6100 or Tr. 9865.



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SWISS FLORAL COMPANY

OFFERS A
SELECT LIST OF CONIFEROUS EVERGREENS FOR
WESTERN OREGON

Thuya orientalis aurea nana - Berkman's Golden Arbor Vitae

This is a very compact, low-growing tree with rather formal outline, mostly oval or pyramidal. The tips of the closely crowded branches are golden yellow at certain seasons, especially in late spring.

12-15" @ \$1.50 each
30-36" @ 3.50 "



Thuya orientalis pyramidalis - Pyramidal Arbor Vitae



Erect pyramid-forming arbor vitae of hardy, robust nature and neat appearance. Very fine wherever a formal effect is desired. Can be sheared to any size.

24-30" @ \$1.50 each
30-36" @ 2.50 "
36-42" @ 3.00 "
42-48" @ 3.50 "
4-6 ft. @ 4.50 "
Over 6 ft. \$5.00 and up.

Thuya beverleyensis - Golden Column Arbor Vitae.

This sturdy compact pyramidal growing form has a rich golden color. Can also be sheared to any size.

24-30" @ \$2.50 each



Thuya occidentalis globosa - Globular Arbor Vitae



Extremely hardy flat-growing form of neat habit for planting as border, foundation or rockery evergreen. Seldom exceeding 12-15" in height.

10-12" @ \$1.00 each
14-16" @ 1.50 "
18-24" @ 2.50 "
24-30" @ 3.50 "

Chamaecyparis lawsoniana alumi - Lawson Blue Cypress

Because of the beautiful silvery-blue color and its graceful habit this is one of the most desirable trees for this section. Much used for formal effects.

24-30" @ \$1.50 each
30-36" @ 2.50 "
3-4 ft.@ 3.50 "



Chamaecyparis lawsoniana alba - Lawson White Cypress



A pyramidal-shaped tree with a slender graceful habit. The tips of the branchlets are creamy white. Very desirable

18-24" @ \$1.50 each

Chamaecyparis lawsoniana stewarti - Lawson Golden Cypress

This pyramidal-shaped cypress has foliage of a brilliantly golden color.

16-18" @ \$1.25 each
24-30" @ 2.25 "
30-36" @ 3.00 "



Chamaecyparis lawsoniana nidiformis - Bird's Nest Cypress.



Is so-called owing to its habit of growing flat on the ground, with the foliage forming a birds' nest-like clump of unique appearance. For the rock garden fancier this is nature's special gift in providing the handsomest evergreen for rockery planting. Its foliage is of richest blue-green of unvariable color and the bush rarely exceeds 8 to 12 inches in height, but may spread over a circle of 24 inches in diameter. It will thrive best if sheltered from windy, dry exposures. While yet very rare, this will become the most admired of all conifers, be it as border specimen or for the rockery. We offer fine vigorous specimens.

12" @ \$1.50 each

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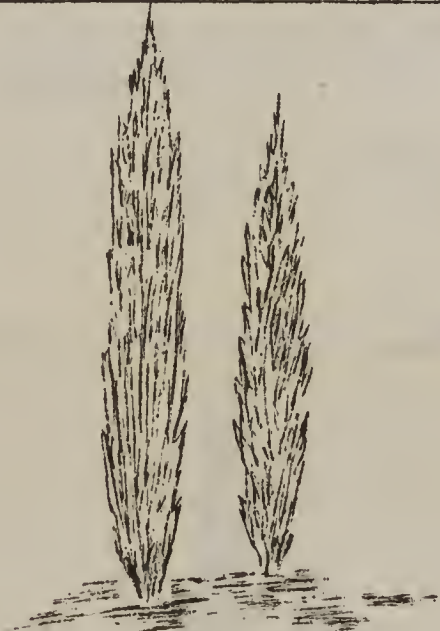
Chamaecyparis pisifera squarrosa - Japanese Moss Cedar

This name is well applied, for the foliage is very much like fine moss of a silvery grey-green, and soft in texture. Dwarf, compact-growing, rarely exceeding 24 inches in height. Splendid for rockery or for border planting and hardy in all sections of the country.



12-14" @ \$.75 each
16-18" @ 1.00 "
20-24" @ 1.50 "

Cupressus sempervirens fastigiata - Italian Cypress



This fine tree is especially neat for its upright growing habit, with all branches tightly near the leader. Color a distinct light green. This tree loves to grow in sunny dry situations and is hardy for the whole Pacific Coast. For featuring building outlines, its distinct habit makes it invaluable and when used in a cluster planting a garden takes on a distinctive appearance. It merits a much wider use, for it is satisfactory in every respect.

18" @ \$.50 each
Slender $2\frac{1}{2}$ - 3 ft. @ 1.50 "
Heavy $3\frac{1}{2}$ - 4 ft. @ 2.50 "

Cedrus deodara glauca - Blue Deodara Cedar

This beautiful pyramidal evergreen is one of the finest evergreens on the western coast, with bluish-green foliage growing on graceful sweeping branches. Should be given plenty of room to spread out.

3 ft. @ \$2.50 each
4 ft. @ 3.00 "
7-8 ft. @ 7.50 "



Cryptomeria elegans - Plume Cypress

One of Japan's handsomest conifers, for its foliage is extremely fine and soft to the touch, with that interesting habit of changing its color with the seasons of the year. During the summer it is of soft bluish-green that the coming of fall turns to a pinkish-bronze and by mid-winter, when all other garden color has faded, this tree stands out in rich bronzy-red colors of unique beauty and charm. Towards spring the green again starts to return, almost like a sunrise early in the morning and so gradually as to escape one's attention. It stands clipping well for formal effects.



14-18" @ \$1.00 each
18-24" @ 1.50 "

Taxus hibernica - Irish Yew



Compact columnar growing form with foliage of richest, very dark green color. Will produce bright scarlet berries even as very small specimens. Its very slow growth makes this the most permanent and valuable of all conifers for garden planting.

20-24" @ \$2.50 each
24-30" @ 3.00 "
16-18" @ 1.50 "
18-20" @ 2.00 "

Taxus chinensis - Chinese Yew

The leaves of this variety are more curved and of a lighter green. This plant fruits very profusely. Scarlet berries.

18-24" @ \$2.00 each
24-30" @ 3.00 "
30-36" @ 4.00 "



Retinospora fletcherii



A Cypress of dwarf habit with very glaucous or grayish foliage.

12-14" @ \$1.50 each

Retinospera plumosa minima - Miniature Japanese Cedar

Exceptionally neat, hardy evergreen, growing but a few inches high. Perhaps the smallest sort known of Japanese origin. A rare jewel of nature for rock garden planting.

8" @ \$1.00 each
12" @ 1.50 "
14" @ 2.00 "



Picea glauca kosteriana - Koster's Blue Spruce



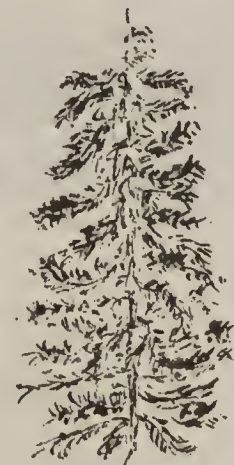
The bluest of all the spruces. Like Colorado blue spruce, but more distinctive in its rich characteristic coloring. Easily the most beautiful of all evergreens. Naturally conspicuous, it is ideal where standing alone - either as a specimen or in sentinel rows. Always satisfying in shape, it is also a rapid grower, with close branches and lustrous silvery-blue foliage. We offer full branched specimens.

18" @ \$2.00 each
36" @ 5.00 "
48" @ 7.50 "

Picea alba pendula - Weeping White Spruce

The needles of this spruce are short and of a green color. The pendulous branches make this an unusual conifer. It grows fast, thriving in most any situation. A good specimen tree, and a good buy for those who fancy the rare and unusual.

18" @ \$2.50 each



Picea albertiana conica pygmaeus - Dwarf White Spruce

A dwarf spruce, which makes this specimen one of the choicest subjects for the Rock Garden.

10-12" @ \$3.50 each



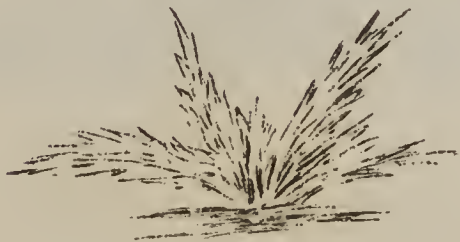
Juniperus sabina - Savin Juniper

A low, many-branched type, usually not over two to three feet high. Its branches are spreading, dense, heavily clothed with dark green foliage. A very desirable dwarf evergreen, with many uses. Nicely adapted for covering slopes. A general favorite.



18 inch spread @ \$1.00
24 " " @ 1.50

Juniperus sabina variegata - Variegated Savin Juniper



This silver-leafed form is much slower growing and compact than the preceding variety and ideally adapted for rock gardens, where it lends a touch of color of most welcome nature during the winter periods.

Graded and priced the same as above Savin Juniper

Juniperus pfitzeriana - Pfitzer's Juniper

A low-growing, wide spreading tree. This highly prized ornamental is much used in foundation plantings and will thrive in shade where others would fail. Used in mass effects and as a cover for rough places in landscape work. Foliage gray-green.



16-18" @ \$1.00 each
20-24" @ 1.50 "

Juniperus chinensis prostrata - Prostrate Chinese Juniper

The prostrate creeping form of this juniper is one of the very nicest hardy conifers for use in rockeries, or covering of slopes, as it spreads flat over the ground. They are of slow growth, but very artistic in effect and extremely desirable.



12-16 inch spread @ \$.75 each
16-18 " " @ 1.00 "
20-24 " " @ 1.50 "

Juniperus chinensis prostrata variegata - Variegated Prostrate Juniper

A variegated form of the preceding is also available in which part of the branches are cream colored, giving a pleasing color effect, especially when used in rockeries with dark colored stones.

Graded and priced the same as preceding Chinese Juniper.



Juniperus tamariscifolia



This Juniper is a variety of the favorite Savin Juniper; its native country being Spain and Portugal. Has dark green foliage. Very unique.

10-12" spread @ \$.75
12-14" " @ 1.00

FERTILIZERS

NU LIFE FERTILIZER - An organic fertilizer compound containing all the essential elements of plant food in the proper proportion and insures best results if applied as per directions on containers. Free of weed seeds so often found in ordinary mixtures. The richness of this fertilizer brings out astonishing results and its reasonable cost is a welcome feature to garden maintenance.

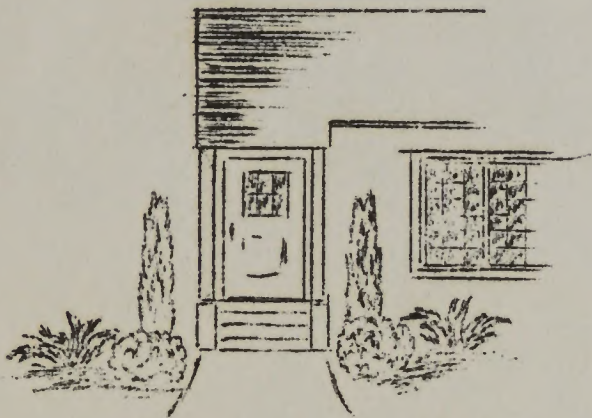
Put up in cartons of 2 lbs. at \$.25
5 " at .50
10 " at .75
25 lb. bags at \$1.25
50 lb. " at 2.00
100 lb. " at 3.50

RAW BONE MEAL - A most dependable slow acting fertilizer, harmless to roots and influencing profuse flowering of plants. Two to three months elapse before results become noticeable, but the result may last a year or more. Use 100 lbs. on lawns of 2000 square feet of surface for a good application.

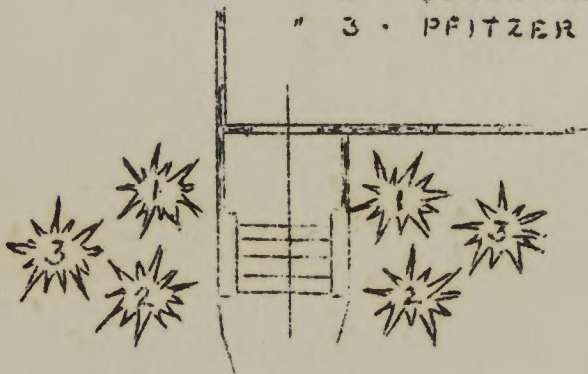
Price per 100-lb. sack \$3.00
50-lb. " 1.75
Less than 50 lbs., 4¢ per lb.

PEAT MOSS - While not a fertilizer this is an ideal natural humus that acts as miniature sponges in your soil. Absorbs and holds many times its own weight in water. By applying this on your garden and spading it in it acts both as a soil loosener and moisture retainer. Serves as an excellent mulch. Avoid putting it around lime-loving plants. Per bale, weighing between 125 to 150 lbs., \$2.50, f.o.b. Portland

EVERGREEN PLANTING SUGGESTIONS



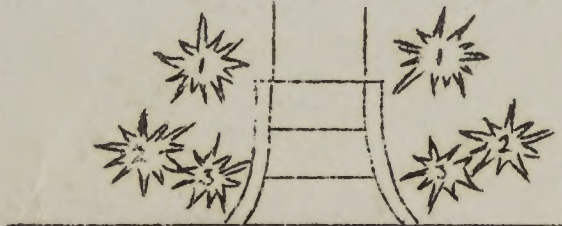
- NO. 1 - CHINESE YEW
 " 2 - GLOBE ARBOR VITAE
 " 3 - PFITZER JUNIPER



A FRONT ENTRANCE PLANTING

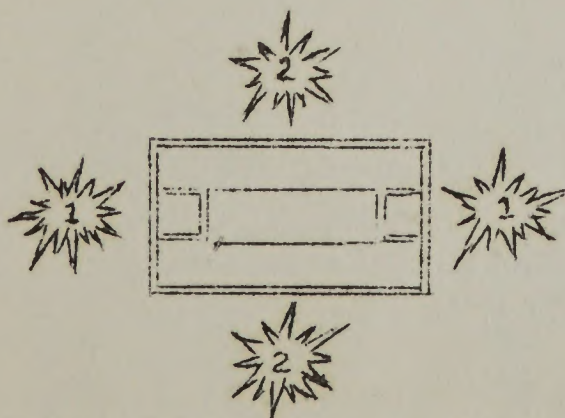


- NO. 1 - JAPANESE MOSS CEDAR
 " 2 - PFITZER JUNIPER
 " 3 - PROSTRATE CHINESE JUNIPER

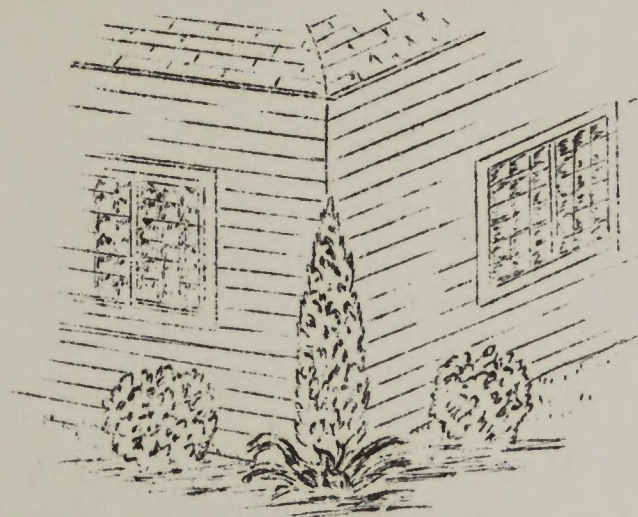


FRONT SIDEWALK PLANTING

- NO. 1 - IRISH YEW
 " 2 - SAVIN JUNIPER

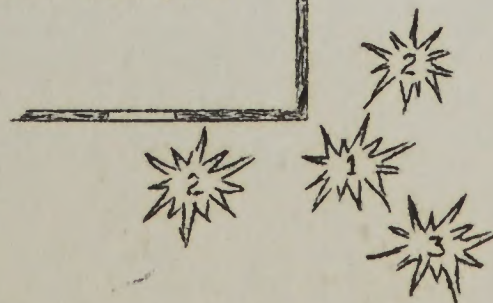


A REFINED MONUMENT PLANTING



FOR CORNER OF A HOUSE

- NO. 1 - PYRAMID ARBOR VITAE
 2 - GLOBE " "
 3 - SAVIN JUNIPER



EVERGREEN PLANTING SUGGESTIONS



NO. 1 - JAPANESE MOSS CEDAR
 NO. 2 - PINEAPPLE JUMPER
 NO. 3 - PINEAPPLE JUMPER



FRONT SIDEWALK PLANTING



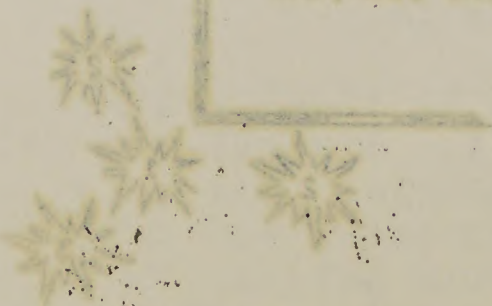
NO. 1 - CHINESE YEW
 NO. 2 - PINEAPPLE JUMPER
 NO. 3 - PINEAPPLE JUMPER



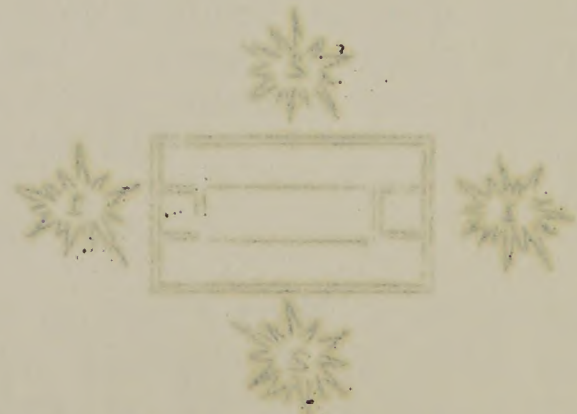
FRONT ENTRANCE PLANTING



FOR CORNER OF A HOUSE
 NO. 1 - PYRAMID ARBOR VITAE
 NO. 2 - GLOBE
 NO. 3 - JAPANESE JUMPER



NO. 1 - IRIS YEW
 NO. 2 - JAPANESE JUMPER



A RETIRED MONUMENT PLANTING

